

Land O' Lakes



Go Beyond...

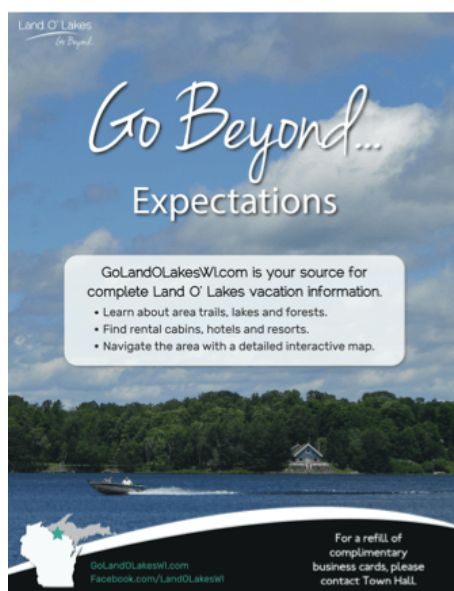
1ST QUARTER MARKETING REPORT

January-March, 2017

PRINT

Business card holders

- Ordered plastic stands to hold business cards promoting golandolakeswi.com
- Stands were distributed to local businesses
- Designed 3 versions of 8.5x11 artwork to place in the stand
 - Promoting UP North Snowmobile Sweepstakes
 - Generic, promoting website, can be used year-round
 - Promoting Hook, Line & Sinker Sweepstakes
- Artwork printed at Town Hall and distributed to local businesses

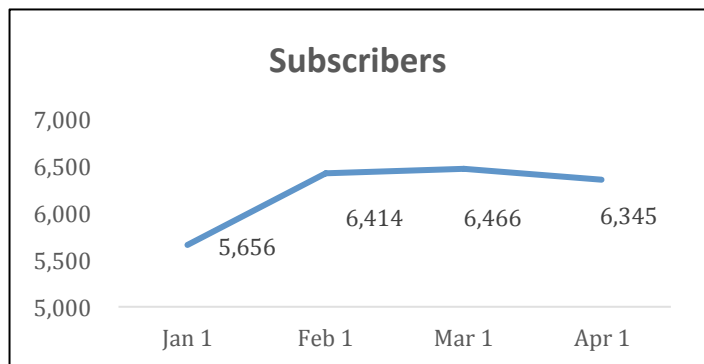


MEETINGS

Lyn attended the following Accommodations Commission meetings:

- January 3
- February 6
- March 7
- March 28

E-NEWSLETTERS



Results

- Average open rate: 17.5% (industry average: 18%)
- Average click rate: 3.5% (industry average: 3%)
- Slight dip in e-newsletter subscribers after contest ended (March-April)
- Recent contests have contributed to rapid list expansion, but we suspect some of the subscribers are not “quality fans” and therefore may not be as interested in non-contest content. This could explain the dip in subscribers as well as the lower open and click rates.

1/26 e-newsletter

- Subject line: Snowshoeing the Sylvania north
- In main section, promoted new article about snowshoeing in the Sylvania
- In secondary section, promoted Three Bear Sled Dog Races
- Open rate: 20.4%
- Click rate: 1.7%

Land O' Lakes
Go Beyond...

Take in the magic of the waterfalls near Land O' Lakes
[View this email in your browser](#)
[Email to a Friend](#)



Hunting spring waterfalls

As spring unfolds, the waterfalls around Land O' Lakes become a big draw for nature lovers. Snowmelt gives these rivers a raw power that's a sight to behold. The waterfalls put on fresh and dynamic displays every spring that are always awe-inspiring, even if it's a view you've admired before. The waterfalls are a great excuse to take a scenic drive through the Ottawa National Forest and Land O' Lakes is the perfect base for your adventure. Here are four waterfalls to experience this season.

[See waterfalls](#)

Where wilderness dreams start

If you love the outdoors, Land O' Lakes is where you want to stay. You'll find lodging that provides all the amenities a traveler desires, located in the center of one of the most beautiful places on earth.

[Learn more](#)



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golandolakeswi.com



715-547-3432
info@golandolakeswi.com



3/1 e-newsletter

- Subject line: Hunting spring waterfalls
- In main section, promoted new article about visiting waterfalls
- In secondary section, promoted lodging
- Open rate: 17.5%
- Click rate: 3.6%
- Note: Original e-newsletter topic for February was snowmobiling; decided to table that content for December, due to poor trail conditions. Moved "February" e-newsletter to March 1.

3/23 e-newsletter

- Subject line: Dining Discoveries
- In the main section, promoted new dining page
- In secondary section, promoted new article about hiking in the Chequamegon, Ottawa and NHAL state forests
- Open rate: 14.5%
- Click rate: 5.1%

WISCONSIN TRAVEL BEST BETS

E-newsletters

- Spotlight in 1/26 & 3/13 issues
- UP North Snowmobiling Sweepstakes featured in 1/12, 1/26 & 1/19 issues
- Featured in 1/12 article, Wisconsin's best frozen hotspots, highlighting the Cisco Chain of Lakes & Lac Vieux Desert
- Featured in 1/26 article, Wisconsin's best romantic spots, highlighting the starry skies and sunsets in the area; Black Oak Lake; cozy lodging
- Featured in 2/23 article, Wisconsin's best fish fry fun, highlighting dining at Gateway Lodge and waterfall hunting in the UP
- Featured in 3/23 article, Wisconsin's best vacationland mysteries, highlighting the Paulding Light
- Total reach: 54,931 subscribers

PHOTOGRAPHY

Winter shoot

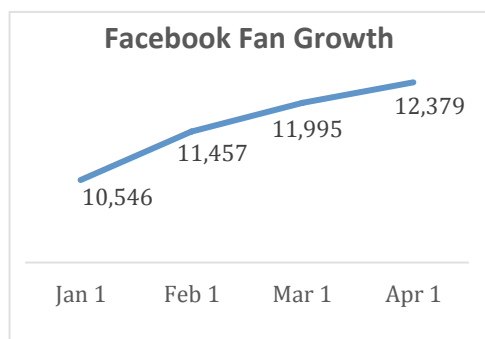
- Organized shoot in conjunction with Boulder Junction Chamber & Vilas County Tourism
- Activities included snowshoeing & cross-country skiing (at Conserve School), dining (Bent's Camp), lodging (Gateway Lodge), ice fishing (Big Lake) and snowmobiling
- Shoot dates were January 30-31 and February 4

Follow-up

- Reviewed photos and selected best options
- Edited photos and added to website
- Tagged photos by keywords



FACEBOOK



Facebook fans	New Facebook fans	Facebook updates
12,379	1,833	70

Top posts

- 1/23/2017– [“Our frozen waterfalls are a must-see in winter! This is Bond Falls, just a short drive north of Land O’ Lakes. Learn more about what you’ll see here” w/link]
 - Drove traffic to golandalakes.wi.com/bond-falls/
 - Included photo of waterfall with snow and ice
 - 32,005 people reached, 1,209 reactions, 125 comments, 167 shares, 1,516 post clicks
 - **28,608 people reached organically; 3,397 people via paid ad**
- 2/18/2017– [“This just in – snowmobilers are warned not to leave their keys in their sleds as the warmer temperatures are encouraging some bears to leave hibernation early.”]
 - Included photo of person in bear costume riding a snowmobile
 - 14,974 people reached; 542 reactions, 26 comments, 91 shares, 840 post clicks
 - 28,608 people reached organically; 3,397 people via paid ad
- 3/3/2017– [“The Northern Lights danced mildly in the sky tonight.”]
 - Included photo of Northern Lights over tree-lined horizon
 - 12,685 people reached, 545 reactions, 27 comments, 60 shares, 478 post clicks
 - All people reached organically
- 3/9/2017– [“T.J. Grizzly’s in Land O’ Lakes was selected as one of the best pizza places in the state! Put this on your to do list soon!”]
 - Drove traffic to onlyinyourstate.com
 - Included photo of Butch’s Pizza sign
 - 19,173 people reached, 1,209 reactions, 125 comments, 110 shares, 1,516 post clicks
 - All people reached organically
- 1/23/2017– [“Land O’ Lakes own Gateway Lodge Restaurant and Lounge made the list! It really is spectacular – come see for yourself!” w/ link to 5 Wisconsin Resorts with Must-See Fireplaces]
 - Drove traffic to travelwisconsin.com and Gateway Lodge Facebook page
 - Included photo of hotel with fireplace
 - 8,120 people reached, 241 reactions, 35 comments, 44 shares, 620 post clicks
 - All people reached organically

Advertising

Page likes

- Drove traffic to Land O' Lakes Facebook page
- 47,675 impressions
- 1,289 clicks
- 2.70% click-through rate
- Added 1,089 fans

Promoted posts

- Improves reach and engagement for posts
- 1,961 post engagements
- 25,467 impressions
- 1,073 clicks
- 4.21% click-through rate
- Added 12 fans

Web clicks

- Drove traffic to golandolakeswi.com
- 1,556,617 impressions
- 144 clicks
- 0.01% click-through rate
- Added 0 fans

Engaged fans (those who are liking, commenting and sharing)

- 62% women, 37% men
- 73% are 45 and older
- Top engaged cities: Milwaukee, Green Bay, Appleton


Video

- 3,872 views
- 1,626 10-second views
- Top video: Three Bear Sled Dog Race
 - 9,968 people reached, 3,453 views, 3,072 unique viewers, 1,436 10-second views, 479 post engagements
 - All people reached organically

Suggested Page

Land O' Lakes, WI
Sponsored

Waterfalls, secluded forests, skiing, snowmobiling...like us to learn more!



Land O' Lakes, WI
Community Services
12,466 people like this.

Like Page

Land O' Lakes, WI
Sponsored


Let's hang out!



Like Page

Land O' Lakes, WI
Sponsored

Rushing waterfalls, secluded forests, hundreds of miles of trails...go beyond the every day in Land O' Lakes! Visit our website to learn more!




Land O' Lakes WI | Go Beyond

Learn More

Land O' Lakes WI | Go Beyond

Takeaways

- Fan base is overwhelmingly female and skews older than general Facebook audience, with vast majority of fans being 45 or older.
- Scenic photos and local business shout-outs were the most popular subjects of first quarter.
- The quarter's most popular post (Bond Falls) reached 32,000 people, the vast majority organically, reflecting how good content can combat Facebook's brand-punishing algorithm.
- Promoted post ad helped generate just shy of 2,000 engagements on our posts, far more than could've been generated organically.

PR/PUBLICITY

February

- Announced winner of UP North Snowmobile Sweepstakes

PROMOTION

Summary

- A simple sweepstakes, held in conjunction with the Porcupine Mountains-Ontonagon Area CVB, asking entrants to like the Porcupine Mountains and Land O' Lakes Facebook pages and enter their e-mail address for a chance to win a snowmobiling getaway.



Run dates

- 12/12/2016-2/3/2017

Goals

- To promote snowmobiling in both the Land O' Lakes and Porcupine Mountains areas
- Increase Facebook fan numbers for both entities
- Increase e-newsletter sign-ups for both entities
- Increase website traffic on golandolakeswi.com and porcupinemountains.com

Prizes offered

- Two-night stay at Gateway Lodge
- \$200 towards lodging in Porcupine Mountains
- \$100 pre-paid credit card (to be used for gas)

Total entries

- 2,485

Top markets for entries

- Green Bay-Appleton
- Milwaukee
- Wausau-Rhineland
- Chicago
- Madison
- Minneapolis-St. Paul

Means of advertising

- Facebook ads
- Instagram ads
- E-newsletters (Land O' Lakes, Porkies, WI Travel Best Bets)
- Printed poster for business card holder (see Print section)
- Press releases
- Social media posts

How did you hear about the sweepstakes? (in order)

- E-mail
- Land O' Lakes Facebook page
- Facebook ad
- Porcupine Mountains Facebook page
- Land O' Lakes website
- Porcupine Mountains website
- Other

Land O' Lakes
Go Beyond

PORCUPINE MOUNTAINS

UP NORTH SNOWMOBILE Sweepstakes

CALLING ALL SLEDHEADS!
Hundreds of miles of wooded trails, packed with fresh powder, are waiting for you in Wisconsin's Northwoods and Michigan's Upper Peninsula!

The lucky winner of the UP North Snowmobiling Sweepstakes will hit the trails and explore the Land O' Lakes, Wisconsin area with \$100 in chamber bucks in hand, staying two nights at the Gateway Lodge before crossing the border and sledding into the Porcupine Mountains of Michigan. There, the winner will receive \$200 towards their stay and a \$100 gas card to fuel their adventures.

STEP ONE: LIKE US ON FACEBOOK

Land O' Lakes, WI
3,991 likes

Porcupine Mountains, MI
29,828 likes

STEP TWO: ENTER FOR YOUR CHANCE TO WIN!

Name *

First Last

Email *

Zip code *

How did you hear about us? *

☐ Land O' Lakes Facebook page

☐ Porcupine Mountains Facebook page

☐ Facebook ad

☐ Land O' Lakes website

☐ Porcupine Mountains website

☐ E-mail

☐ Other

By entering, you agree to the official rules and privacy policy of the UP North Snowmobiling Sweepstakes and you acknowledge the Town of Land O' Lakes Accommodations Commission and the Porcupine Mountains Convention & Visitors Bureau may contact you via e-mail.

Submit

Privacy Policy Official Rules

Disclaimer: This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. The information you provide will not be shared with other organizations or individuals but may be subject to disclosure pursuant to Wisconsin and Michigan Public Records Laws. Read the full terms & conditions of use.

The winner was

- Robb Schurbon, Cedar Rapids, IA

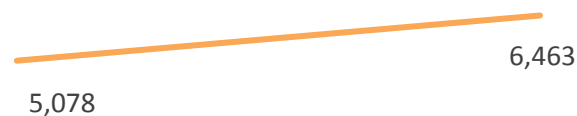
Facebook Growth



Contest Start 12/12/2016	Contest End 2/3/2017	Growth Percentage
9,981	11,532	15.5%

E-newsletter Growth

E-newsletter Subscribers



Contest Start 12/12/2016	Contest End 2/3/2017	Growth Percentage
5,078	6,463	27.3%

Takeaways

- Promotion was enormously successful, harnessing the power of two large and engaged fan bases.
- Advertising for the promotion was expanded to all of Wisconsin, and the DMAs of Cedar Rapids, Minneapolis, Rockford and Schaumburg, in an attempt to reach new potential visitors. This helped grow the e-newsletter list by a large margin.
- Promotions remain an important tool in facilitating social media growth and improving asset recognition.

SNAPCHAT

Summary

- Paid filter promoted Three Bear Sled Dog Races
- Posters were created to promote the filter, and posted around the event grounds
- We placed the same filter in the sled dog area on Friday from 8am-3pm, Saturday 8am-3pm, and in a smaller area that didn't include the elementary school Sunday from 8am-3pm. We also placed the filter at the Gateway Lodge for the afterparty on Saturday from 5pm-12am.
- The most popular spot was the sled dog area (that included the elementary school) on Saturday from 8am-3pm. This same spot also received NO traction on Friday (the event began on Saturday).
- While people did use the filter at the Gateway Lodge, it was the least popular spot (when you don't count Friday). We postulated that this might be because the average age of the crowd at the Gateway Lodge was older and less likely to use Snapchat, but it's hard to know without being present.
- Next time, we recommend focusing on the event, where picture-taking will be the most active, and not posting the day before the event.



Run dates

- 2/3/2017-2/5/2017

Results

- 75 people saw the filter option
- 44 people used the filter
- 1,577 people saw the filter in use



WEBSITE

All Web Site Data		
2017-01-01 to 2017-03-31		
Total sessions	7857	
Unique users	6171	
New users	74%	
Returning users	26%	
Pages viewed per session	2.7	
Time spent per page visited	0.8 minutes	
Avg. session duration	2.2 minutes	
Top 10 most visited pages		
	pageviews	avg. time on page (minutes)
/lol-por/snowmobile/	3274	1.3
homepage	2765	1.9
/lodging/	1663	0.7
/lol-por/snowmobile/thanks.php	1404	0.7
/dining/	802	0.7
/map/	772	1.8
/activities/	718	0.5
/hunting-spring-waterfalls/	343	1.7
/gateway-lodge/	312	1.9
/activities/snowmobiling	288	1.28
Top 10 Referring Sites		
	sessions	avg. session duration (minutes)
facebook.com	1899	0.9
witravelbestbets.com	151	1.3
landolakes-wi.org	113	2.3
secure.pilchbarnet.com	99	2.9
contestgirl.com	84	1.2
porcupineup.com	74	4.7
travelwisconsin.com	57	2.7
bents-camp.com	55	2.3
townoflandolakes.com	47	5.8
vilaswi.com	43	7.1

Top 10 Metro Areas			
	sessions	avg. session duration (minutes)	
Chicago IL	1488	1.6	
Madison WI	993	7.3	
Milwaukee WI	942	1.3	
Green Bay-Appleton WI	849	1	
Wausau-Rhineland WI	629	1.9	
Minneapolis-St. Paul MN	217	1.4	
Duluth MN-Superior WI	164	3	
La Crosse-Eau Claire WI	137	1.9	
Detroit MI	126	1.5	
Marquette MI	123	1.1	
Top 5 Channels			
	sessions	avg. session duration (minutes)	
Social	24.41%	1	
Organic Search	22.95%	2.3	
Direct	17.28%	1.8	
Email	16.82%	1.5	
Referral	14.25%	5.1	
User demographics			
age	sessions	avg. session duration (minutes)	
55-64	26.01%	1.5	
45-54	24.46%	1.4	
35-44	17.62%	3.9	
25-34	12.84%	3.3	
65+	12.77%	1.5	
18-24	6.29%	2.5	
gender	sessions	avg. session duration (minutes)	
female	50.20%	1.7	
male	49.80%	2.7	
Device usage			
	sessions	avg. session duration (minutes)	
Mobile + Tablet	56.08%	1.2	
Desktop	43.92%	1.4	

Takeaways

- The website continues to gain strides in organic search. This quarter, organic search was the 2nd highest channel of site traffic, contributing to 23.4% of site traffic. When searching for **Land O' Lakes WI** in the top three search engines, golandolakeswi.com appears in the following positions: 2nd in Google search, 4th in Bing search, 5th in Yahoo search.
- The UP North Snowmobiling Sweepstakes continued to bring in a lot of traffic into Quarter 1. The landing page garnered more pageviews (3,274) than even the homepage (2,765).
- The Dining page, which just went live in March, received 802 pageviews! It was the fifth most visited page in 1st quarter, despite only being up for a month. We're seeing a consistent trend in the tourism industry of users very engaged in dining pages.
- Lodging continues to be a popular subject. It was the third most visited page in Quarter 1.
- Users are spending an average of **48 seconds** per page and viewing an average of **2.7 pages** per session. The current industry standard is 30-45 seconds per page.
- Facebook contributed to 24% of the web traffic, with a total of 1899 referrals.
- Mobile sessions accounted for 56% of web traffic, up from 52.68% in Quarter 4, 2016. This reemphasizes the importance of golandolakeswi.com being a mobile-first website.

Ongoing web checks & maintenance

- Monthly website checks
 - Tested and updated links as necessary
 - Checked copy and photos, ensured content was current
- Site updates
 - Added the Dining/Around Town Landing Page to the site.
 - Added gallery option to Lodging and Dining/Around Town posts.
 - Improved internal site search and tagged-archive display results on sites.
- Seasonal flip
 - Flipped social media and website content to Spring on 3/16/2017

Ongoing web checks & maintenance

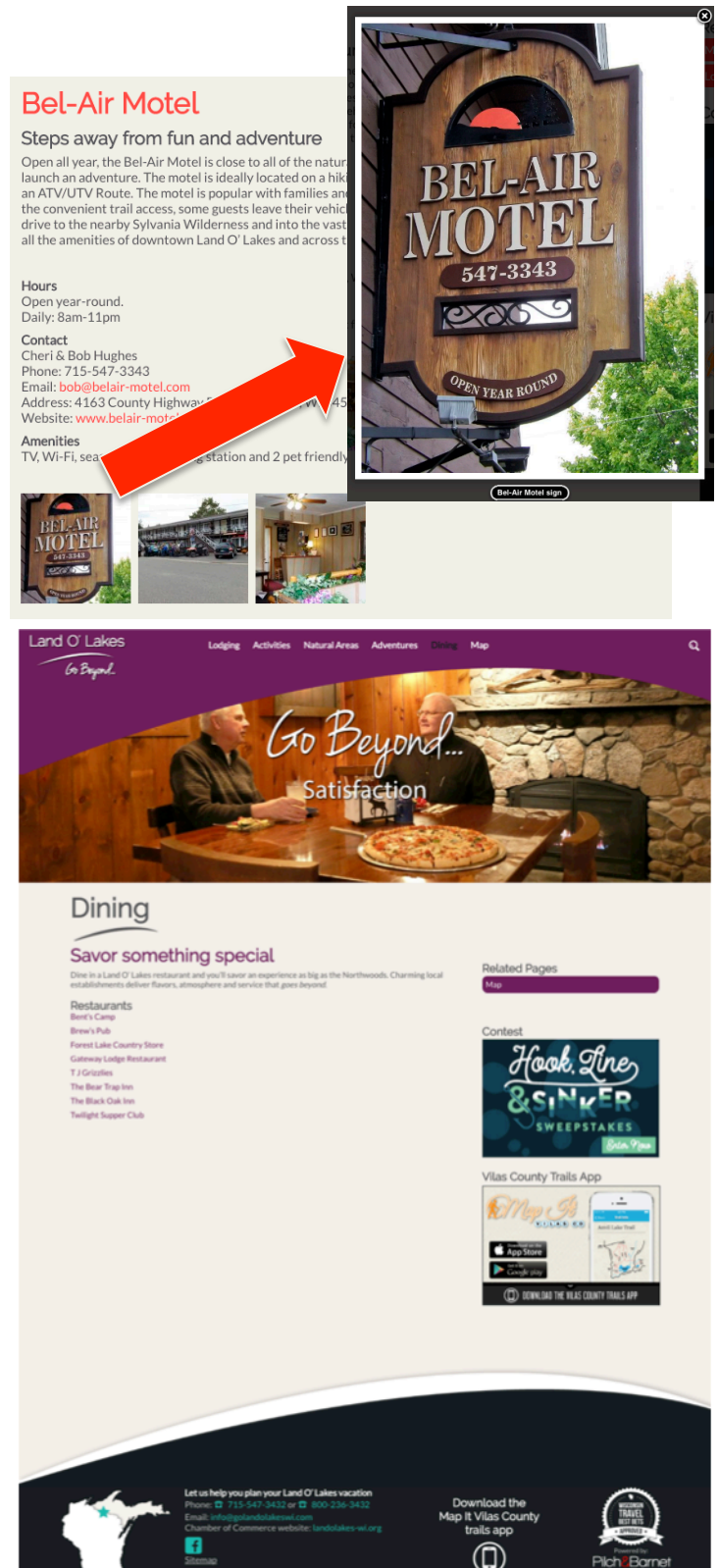
- Monthly website checks
 - Tested and updated links as necessary
 - Checked copy and photos, ensured content was current
 - Updated business information
 - Removed lodging partners that closed
- Flipped social media and website content to spring on 3/16/2017

Website updates

- Assembled form for lodging members to submit up to 6 photos to the website
- Added caption field to lodging photos
- Added photos for Pinestone Crossing, Gateway Lodge and Bel-Air Motel
- Used lodging photos to update lodging listings on travelwisconsin.com
- Created article template for new e-newsletter format
- Assembled form for dining members to submit information for listings on new Dining page
- Wrote copy and coded Dining page
- Reviewed content submissions, made edits and added eight business listings to Dining section (Bent's Camp, Brew's Pub, Forest Lake Country Store, Gateway Lodge Restaurant, TJ Grizzlies, The Bear Trap Inn, The Black Oak Inn, Twilight Supper Club)
- Dining page approved; added page to site menu on 2/24/2017
- Created "Around Town" section of website with capability to later add Shopping & Services pages in addition to the Dining page
- Wrote copy and added pages for Pickleball and the Airport
- Updated Downhill Skiing page with Porcupine Mountains Ski Area info

JEM GRANT

- Wrote application and created budget for LOLA Zombie Crawl



P&B MARKETING TIPS

Who Skips Video Ads?

A new study by [Marketing Sherpa](#) revealed some interesting behavior about skippable video ads---specifically, the generational differences behind the question: To skip, or not to skip?

They equally divided 2,400 consumers into two groups: satisfied consumers and unsatisfied consumers. The first group was asked Q1; the second group was asked Q2.

Q1: Say you're watching some online content, and a pre-roll ad for a company that you're satisfied with starts to play. Do you always skip the ad?

Who said yes?

- 28% of millennials
- 23% of Generation X
- 20% of baby boomers
- 12% of the Silent Generation.

Q2: Say you're watching some online content, and a pre-roll ad for a company that you're **unsatisfied** with starts to play. Do you always skip the ad?

Who said yes?

- 29% of millennials 34% of Generation X
- 37% of baby boomers
- 33% of the Silent Generation

Though the differences aren't drastic, it seems that millennials care more about the format of the ad and less about the brand, while the older a generation is, the more that they seem to connect their brand experiences with their decision to watch the ad.

At Pilch & Barnet, nearly all of the online video advertising we place is unskippable, meaning that users must watch the entire ad in order to access their desired video content. We do this to retain as many impressions as possible. Additionally, we've gotten more impressions and view-throughs for a better price with unskippable video ads, where the only way to skip the ad is to completely forfeit watching the video.

The Importance of Https (HyperText Transport Protocol Secure)

If you're one to notice small details, you may have seen that an "s" now appears after the http in most of our web addresses, so "https://www...". Https stands for HyperText Transport Protocol Secure. The "s" signals that we've taken steps to block the misuse of website data from intruders and malicious attackers. Https protects the integrity of your website by helping prevent hackers from tampering with the communications between the site and its users; it also protects the privacy and security of your users by stopping intruders from being able to passively listen to communications between your site and your users. Plus, Google Search recognizes https as a sign of a legitimate and trustworthy site, so it bumps up where your site appears in search results. And don't worry---if your users still type the web address in without the "s", they'll be automatically directed to your site regardless.

Video reporting

Video is everywhere across social media these days, and you'll notice a lot more information about this in your quarterly reports in 2017. We're able to pull video analytics across a number of different channels, including Facebook, Instagram and YouTube. Since YouTube is obviously the top video platform (fun fact: YouTube is the web's second-most-popular search engine behind Google), they have the most advanced analytics—you can see watch times, detailed demographics, devices used and more. Facebook's analytics have evolved over the last year or two as well, and we're able to pull a fair amount of information about video posts (note this only applies to videos that are uploaded/shot directly on Facebook). Instagram has the most basic stats, but we're still seeing good engagement on the videos we share there as well.

Intelligent Content Writing

In an effort to better tailor the content we produce to your specific audience, we've been doing some investigating. With the help of Google Analytics, we're able to determine which pages on your site are the most popular during which times of year, through which pages visitors are arriving on your site and which keywords are most popular. By reviewing this information, we can see what potential visitors are searching for and tailor the new content we produce for you to meet the interests of travelers to your region.

For example, by reviewing site analytics, it became clear over the winter season that each time a snowstorm started brewing, site traffic increased with visitors looking for information on specific outdoor recreation activities. With that in mind, we opted away from more generalized outdoor recreation content in favor of more specific activities in our e-newsletters and on social media. We also worked to improve existing site content, so users stayed longer and found more valuable information.

The more useful the content, the more likely interested customers are to become committed visitors!

Travel's Food Focus

If you feel like you're seeing more pictures of plates than attractions when perusing a friend's vacation album, you're not alone. Food tourism has caught the interest of many of the big players in the travel industry due to a revival of culinary tourism. Eating out on vacation is practically unavoidable, and tourists are seeking out the local favorites and unique dining experiences of the places they visit.

Whether we owe it to Instagram and millennials or just the eventual resurfacing of past trends, it's unclear, but the effect is widespread. The U.S. Embassy just launched a campaign targeting Chinese tourists to the U.S., asking them to share their vacation photos of food from the five continental cultural regions. Men's culture magazine *GQ* created a new section called T&E, or Travel & Eats, which they launched with the help of Nashville Tourism.

Travel experts at Skift seem to point to the new burgeoning generation of young adults and their sense identity: "Millennials are now viewing food as important to define their character as the clothes they wear. We are seeing something that is a fundamental shift in people's food and dining."

Note that this trend goes beyond fine dining or so-called "foodie" experiences. Food is a gateway to community culture, an indicator of authentic experience. Skift also cites a study where "eighty percent of Chinese travelers would like to book a meal in a stranger's house, because they want to see how people live and want to meet people. Food is sometimes the excuse for the journey, of the whole experience."

To adapt to this new trend, we recommend stocking your library with the very best food pictures – the ones that capture your destination at its tastiest. What unique dishes does your destination offer? Where do the locals like to hang? Do you have the photography to feature these assets? You'll want to showcase these things and what people love about them, especially on social media, Google reviews, and food-rating sites like Yelp.com. Plan food-focused photo shoots to capture this increasingly popular traffic driver. You might be surprised to see who shows up for dinner!